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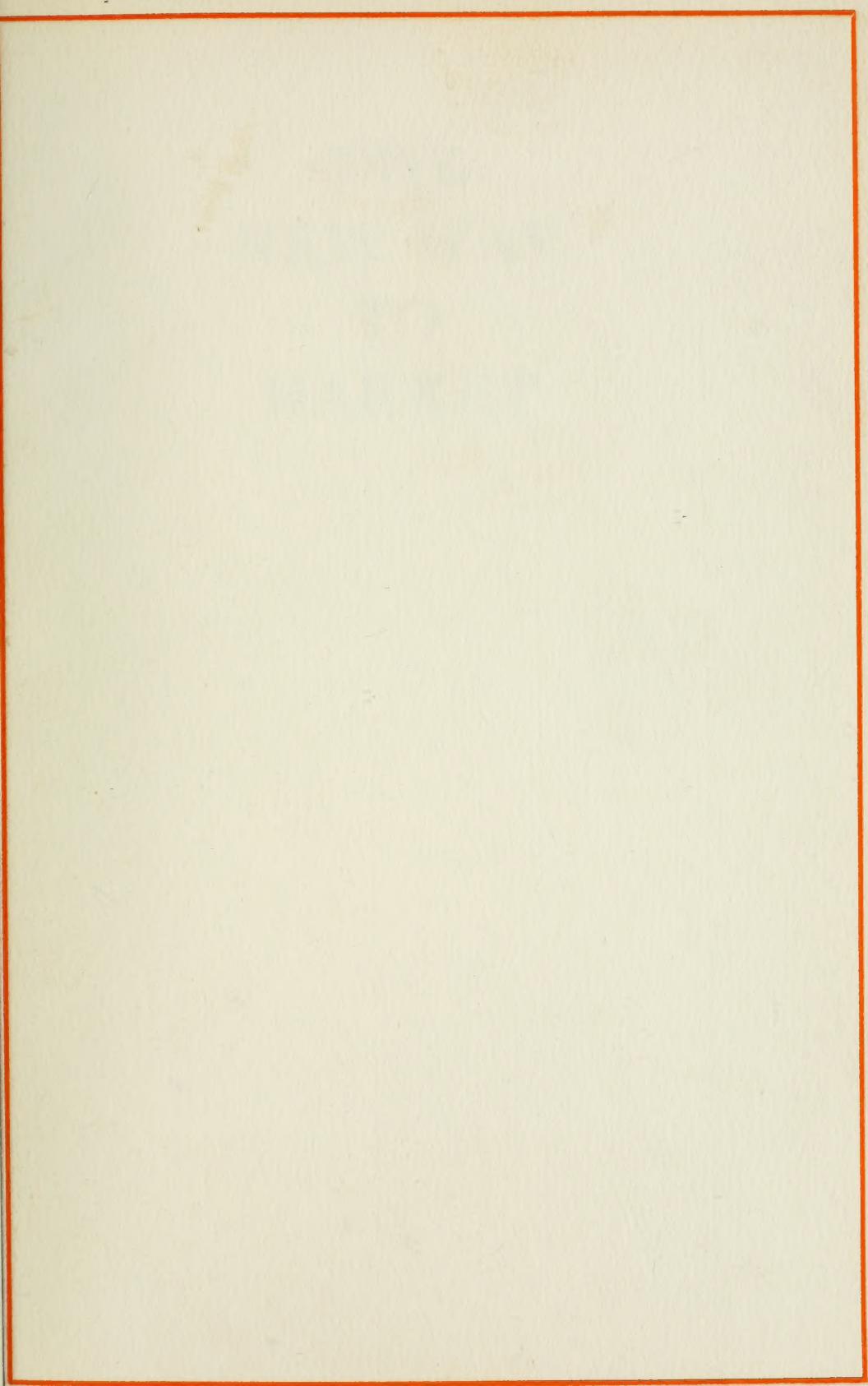


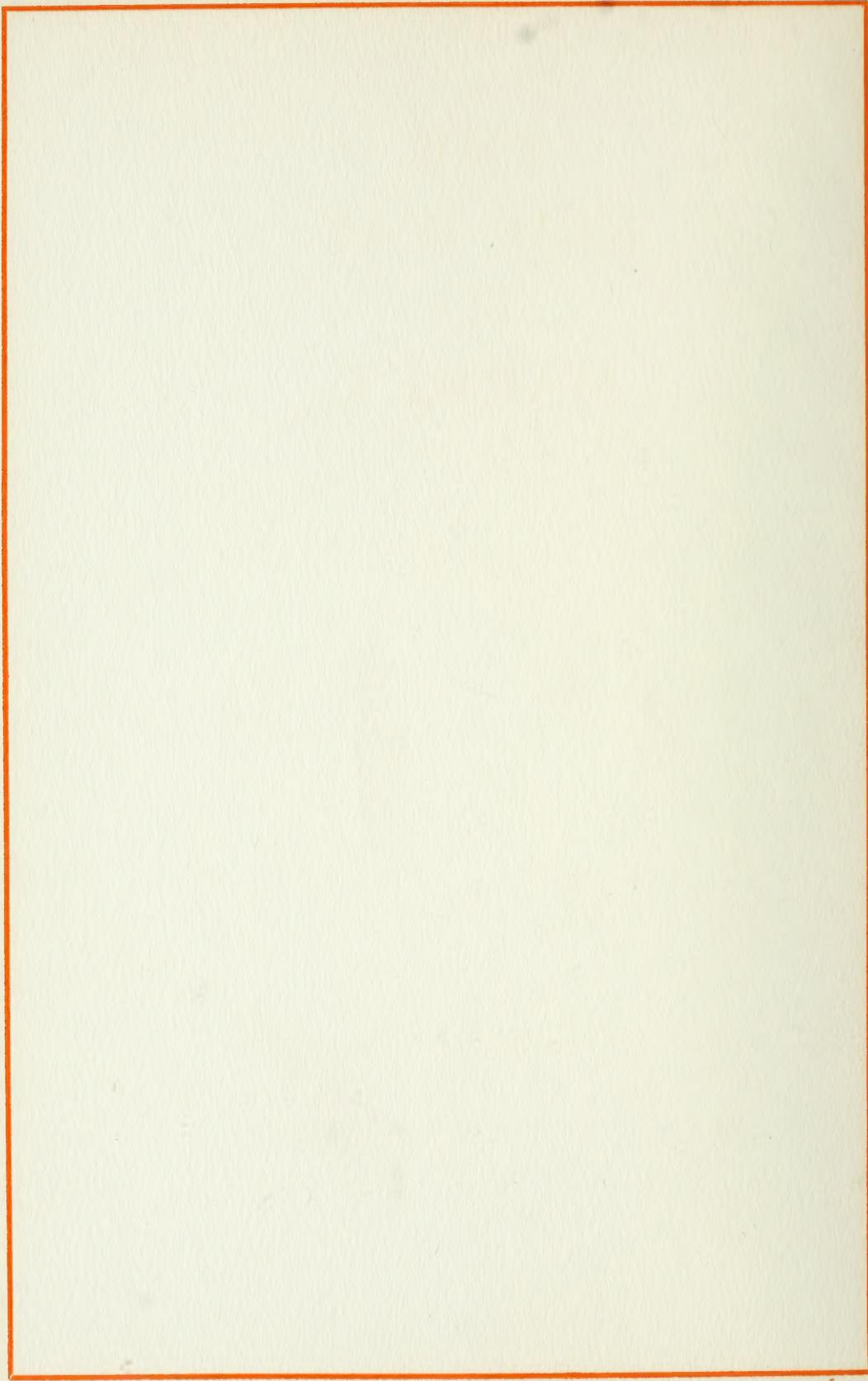
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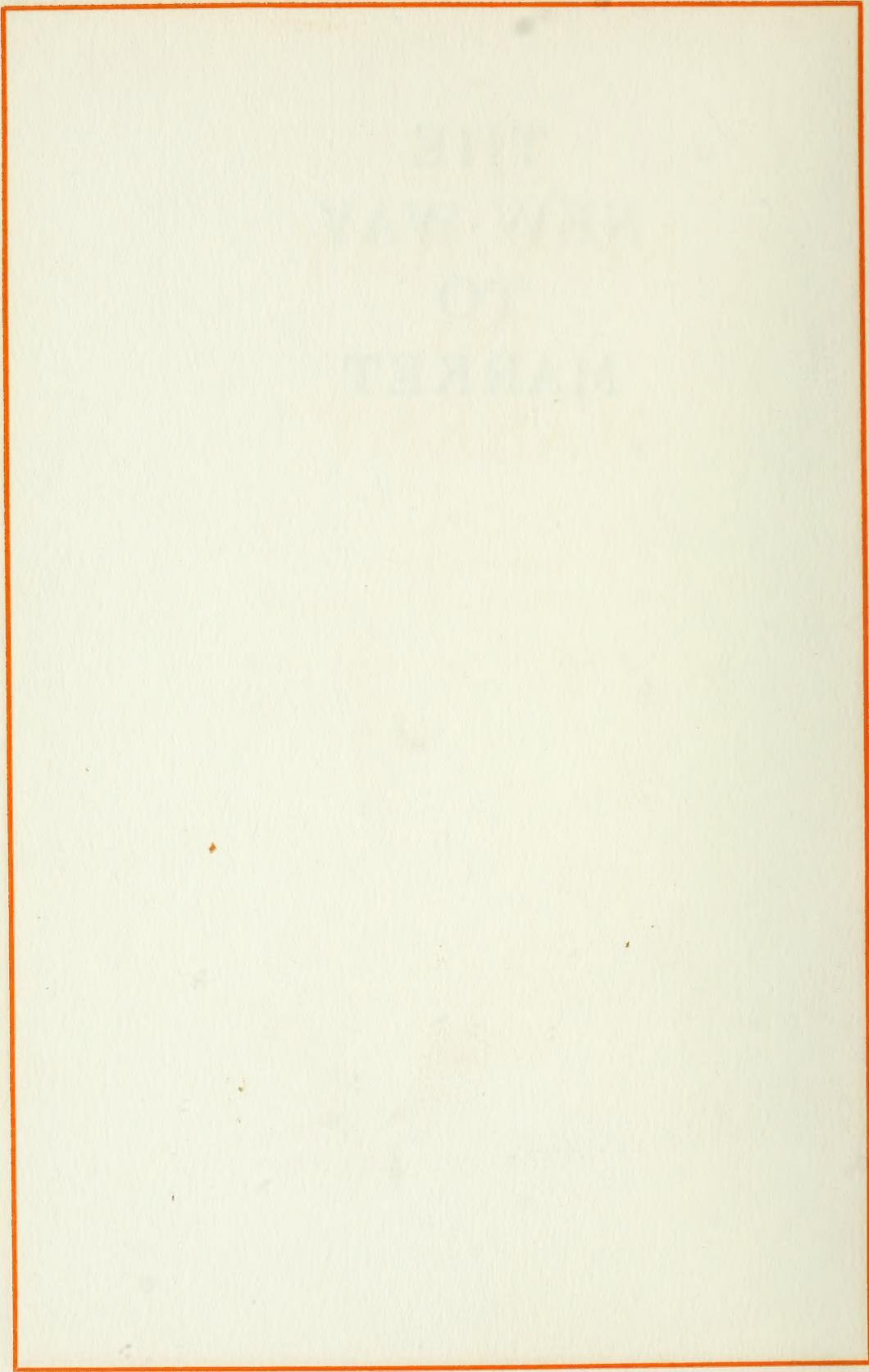


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THE  
NEW WAY  
TO  
MARKET



# THE NEW WAY TO MARKET

BY

**ROY D. CHAPIN**

PRESIDENT HUDSON MOTOR CAR COMPANY

AND

CHAIRMAN HIGHWAYS TRANSPORT COMMITTEE

FOREWORD BY

W. M. HART

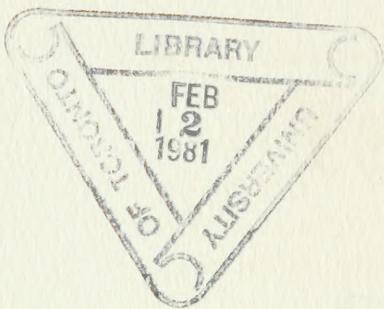
ADVERTISING MANAGER

PHOTOPLAY

MAGAZINE

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## FOREWORD

THAT the makers of a magazine devoted to the interests of the motion-picture industry should concern themselves with the presentation of a plan for more effective distribution through the use of motor trucks may seem strange at first glance. Surely it is a long haul from the motion-picture to the motor truck.

Second thought, however, will convince the most casual reader that it is altogether appropriate that Photoplay should lend its name to wholehearted support of the broad visioned project presented in these pages.

Photoplay is part and parcel of any far-seeing manufacturer's distribution scheme. The manufacturers who use its advertising pages month after month regard them as being as essential to the proper placing of their goods as wheels and motive power. To the minds of these successful business men the advertising columns of Photoplay represent an effective and economical method of getting their goods to market. Any-

thing that will help in this work in days like these is assured of a welcome by Photoplay and its friends.

At the request of the Service Department of Photoplay, Mr. Roy D. Chapin, President of the Hudson Motor Car Company, now engaged in government work as Chairman Highways Transport Committee, has kindly consented to write the following illuminating article on the present transportation problem and its solution.

We believe that you will share our enthusiasm over this constructive program and give it your full support in every way possible.

W. M. HART, *Advertising Manager,*  
PHOTOPLAY MAGAZINE

# THE NEW WAY TO MARKET

**A**MERICA today is more vitally concerned with the problem of transportation than ever before. The entire outcome of the war depends upon the success of our transportation facilities—upon our ability to keep men and materials moving in a constantly increasing stream to the fighting lines. That highways transport is playing, and is destined to play, a highly important part in the successful carrying out of this war program is becoming more evident every day.

Our modern transportation system consists of a trinity, as it were, coordinated in which are the steam and electric railroads, inland waterways, and the highways. With the burden that all three are carrying, and with the prospect of an enormous increase in the amount of war supplies to be carried, in addition to a normal, or even sub-normal movement of regular freight, it is very evident that existing transportation facilities must be increased. The railroads are too busy

keeping pace with each day's strenuous demands on their equipment and reduced labor supply to consider new construction, except of most urgently needed rolling stock for present lines. The waterways are capable of great expansion in the matter of equipment and carrying capacity, but because of their natural limitations they can reach but a restricted territory.

It is evident that the great development must take place with the highways, because of their flexibility and the immense part of the country which they reach where neither the railroads nor the inland waterways can render transportation service.

The tremendous possibilities of the highways for this work first received Governmental recognition by the appointment of the Highways Transport Committee of the Council of National Defense,—to increase and render more efficient our third great transportation medium.

The motor truck has proven to be the most efficient unit of transport for this movement over the highways and is now rendering invaluable service in all lines of endeavor. The following statement by Mr. R. C. Wright, Assistant Traffic Director of the U. S. Railroad Administration, gives a good conception of the value of the assist-

ance being rendered the railroads by highways transport, "The Railroad Administration is heartily in sympathy with every effort that the Highways Transport Committee and its organization is making to promote the widest possible use of motor trucks in inter-city transportation." Mr. Wright also stated that the motor truck had rendered valuable assistance in clearing up the terminal congestion of the past winter.

**T**HE Quartermaster's Department is utilizing the highways to deliver convoys of Army trucks from points of inland manufacture to the sea-coast. Several thousand pieces of equipment have been moved in this manner to date, which otherwise would have been an additional burden on the railroads. Besides releasing their own tonnage, these trucks carried an average load of two tons each, still further relieving the railroads.

Not of the least importance, however, has been the training received by the enlisted men driving these trucks over our highways, who have been able to secure practical experience, under varying conditions, which will stand them in good stead when it comes to driving these same trucks over the war-zone roads of France.

Inter-city truck transportation for freight has grown tremendously in the last few months. New truck lines have been started and old ones increased. Many shippers have seen the opportunity at last to overcome the embargoes which have been in force for so long, preventing anything like regular shipment of their finished products or even securing inbound raw materials.

To increase and render more effective the present highways transport facilities, Return Loads Bureaus have now been established in many cities, usually in the offices of the Chamber of Commerce or similar organization, and are doing their share in eliminating as much empty running as possible. The problem they face is to awaken shippers to the fact that available freight carrying capacity is moving in and out of their city regularly, which they have only to appreciate and grasp the opportunity of moving their goods. These Bureaus serve as a clearing house to bring together shipper and haulage men. All outgoing available truck space is tabulated, together with a list of goods to be shipped. These lists are matched up, and much freight moved in this way. Proceeding farther in this way, to utilize trucks which may deliver a load in the city from a distant point and otherwise return empty, ar-

rangements with the telephone company are made so that a truckman after making such a delivery may step to the 'phone, and calling, "Return Loads," secure a shipment back to his home town or a way town in that direction, thus cutting his own operating costs and at the same time providing the shipper with prompt transportation.

By cooperation with the Bureaus in other cities this information can be interchanged, resulting in more goods being moved and less trucks running inefficiently without loads. The Bureaus assume no responsibility to either truckman or shipper, but do their best to bring the two together and get the freight moved by utilizing more efficiently present facilities.

**F**OOD is a national issue at the present time, and inseparably related to the problem of transportation. The Food Administration is now doing its best to have the largest possible amount of perishable foods consumed at home, conserving concentrated foods for shipment overseas. Rural Motor Express is proving of invaluable assistance in the movement to increase the nation's food supply and at the same time conserve foods which

can be shipped for longer distances, to points where they are more urgently needed.

Beginning first in Maryland, Rural Motor Express is now supplying Baltimore and the city of Washington with a large amount of food to meet the needs of a greatly increased population,— food which reaches the consumer the same day it leaves the farm. Tons of farm produce are daily carried into Baltimore for city consumption by this medium, the possibilities of which are almost unlimited and which have aroused great enthusiasm throughout the country. It has received the unqualified endorsement of the Food Administration, which recently instructed its entire organization to give this movement every support possible.

Rural Motor Express routes are usually established by some enterprising farmer, to furnish his neighbors in that community with a means of getting their produce to city markets, and at the same time carry the products of his own farm to the city. Thus a connecting link is established between the farms of the country surrounding population centers, and the consumers, resulting in a partial, if not complete, elimination of the wasteful extra handling which formerly resulted

in delay and the delivery of produce to the consumer in an inferior condition.

**M**UCH food is now being raised which it was not profitable to raise before,—in fact, was not raised at all,—because there was no market for it nearby, and no means of getting it to a distant market without taking a team of horses and a man out of the field. Now more land is being turned to usefulness, and with the smaller number of horses required on the farm, because it is no longer necessary to keep part of them on the road, the land formerly devoted to their support is now used in producing food for human consumption.

In the same way that the city man benefits by the express service, so the farmer at last has adequate transportation facilities, such as the city man has long had with the railroads and street cars to depend upon. Great assistance is rendered the farmer by the Express when he can remain at work in his fields while he is having a broken machine part or a new tool brought out to him from the city the same day he orders it, resulting in no loss of time to anyone. This gives to the farmer what he has never had before—regular

and dependable transportation service—which is now being furnished him, much in the same way that the railroads have been built to connect and bring together separated and isolated sections of the country.

Not only does Rural Motor Express increase the food supply, but it conserves farm labor,—an express line often doing the work of four horses and two men on the road, at many times the speed. Mr. C. T. Clayton of the Department of Labor stated recently at the Highways Transport Conference held in Washington, that “if completely established throughout the United States, Rural Motor Express would relieve the time of 100,000 farmers for direct farm work.”

Rural Motor Express has resulted in a certain improvement of the roads, for experience has demonstrated that where a line has been established and the service is now regular and dependable, the farmers are not willing to do without it, even though it involves getting out and making a road for it to run over.

Efficient highways transport is inseparably tied up with the problem of the roadbed over which it moves. Good roads are a necessity if highways transport is to succeed and perform its part in the carrying out of our war program. This

necessity has now been recognized and the Governmental policy on road construction and maintenance during the war made public by the Council of National Defense, through a statement giving a quotation from a letter written by the Secretary of Agriculture in which he outlines the order and importance of this work. He has stated that:

“as far as practicable important highways already constructed be maintained, and only those be constructed and completed which are of vital importance because of their bearing on the war situation, briefly summarized as follows:

- a.* Those which are utilized or will be utilized by the military establishment.
- b.* Those which carry considerable volume of material and supplies essential to war industries.
- c.* Those which have a bearing on the production and distribution of food supplies, connecting population and shipping centers with surrounding agricultural areas.”

**P**ROPER recognition is beginning to be paid to the vital importance of all means of transportation, and the question is not how the freight shall be moved, but the question of getting it moved by any means. The railroads have no doubt as to the usefulness of the motor truck, and believe this is no time for suspicion or jealousy on the part of the different transportation mediums, which should all work together for the greatest benefit to everyone.

Heretofore the motor truck has been of greatest utility in expediting shipments of urgently needed materials, but more and more is coming to the fore as a means of regular shipment. With the recent increase in railroad freight rates, the motor truck becomes more than ever an inseparable part of our transportation system, and is now used to advantage efficiently and economically, even by the small shipper.

Both the railroads and the waterways must be met at the terminals by highways transport for whatever they carry, to distribute the freight to its destination, and inversely to pick up freight for shipment, perfecting gradually a feeder system which will be to the advantage of both, as well as of enormous value to the shipper.

It is here that great expansion will undoubtedly

ly take place, together with the short haul freight of which the railroads can be relieved, and the furnishing of points untouched at all by any means of transportation, with a regular service which will provide an outlet for their possibilities.

Many problems will require study and solution before the highest efficiency in highways transport can be reached. Foremost among these must come the building of permanent hard-surfaced roads, capable of standing up under the traffic which is bound to flow over them, and for which adequate preparation should be made. The type of truck unit best fitted for general use and operating most efficiently and economically will be determined by experience. The question of reciprocal license rights and uniform traffic laws must be settled from a national viewpoint, and not by the State, County, or municipality.

**V**AST possibilities lie before this great, new development in transportation, and concrete evidence is being furnished every day of the extent to which this is appreciated,—the most important instance of which was the recent removal of the U. S. Shipping Board's office equipment by four convoys of Army trucks from their offices in

Washington to Philadelphia, relieving the railroads of this burden, and keeping this much congestion out of the terminals, besides securing prompt movement and certain.

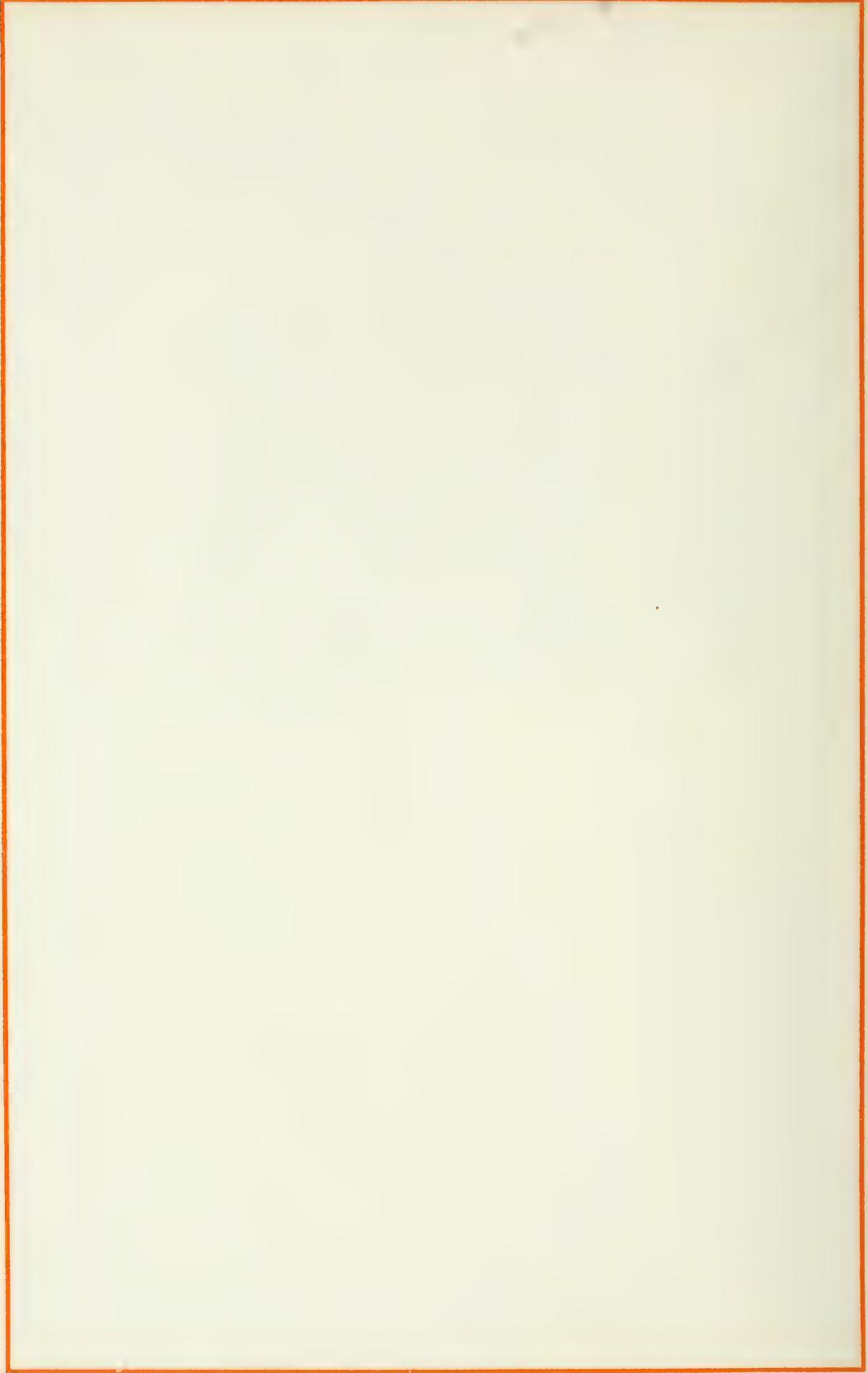
Undoubtedly this sounds the keynote of the value of highways transport, when a whole Department of the Government moves over the highways instead of the railroads, for a reasonable distance,—conserving time, labor, and money. This steadily increasing flow of transportation over our highways is gradually building up a more solidly united system—adequate to take care of the nation's requirements for all time, and eliminating the possibility of congestion on the railroads or at the terminals.

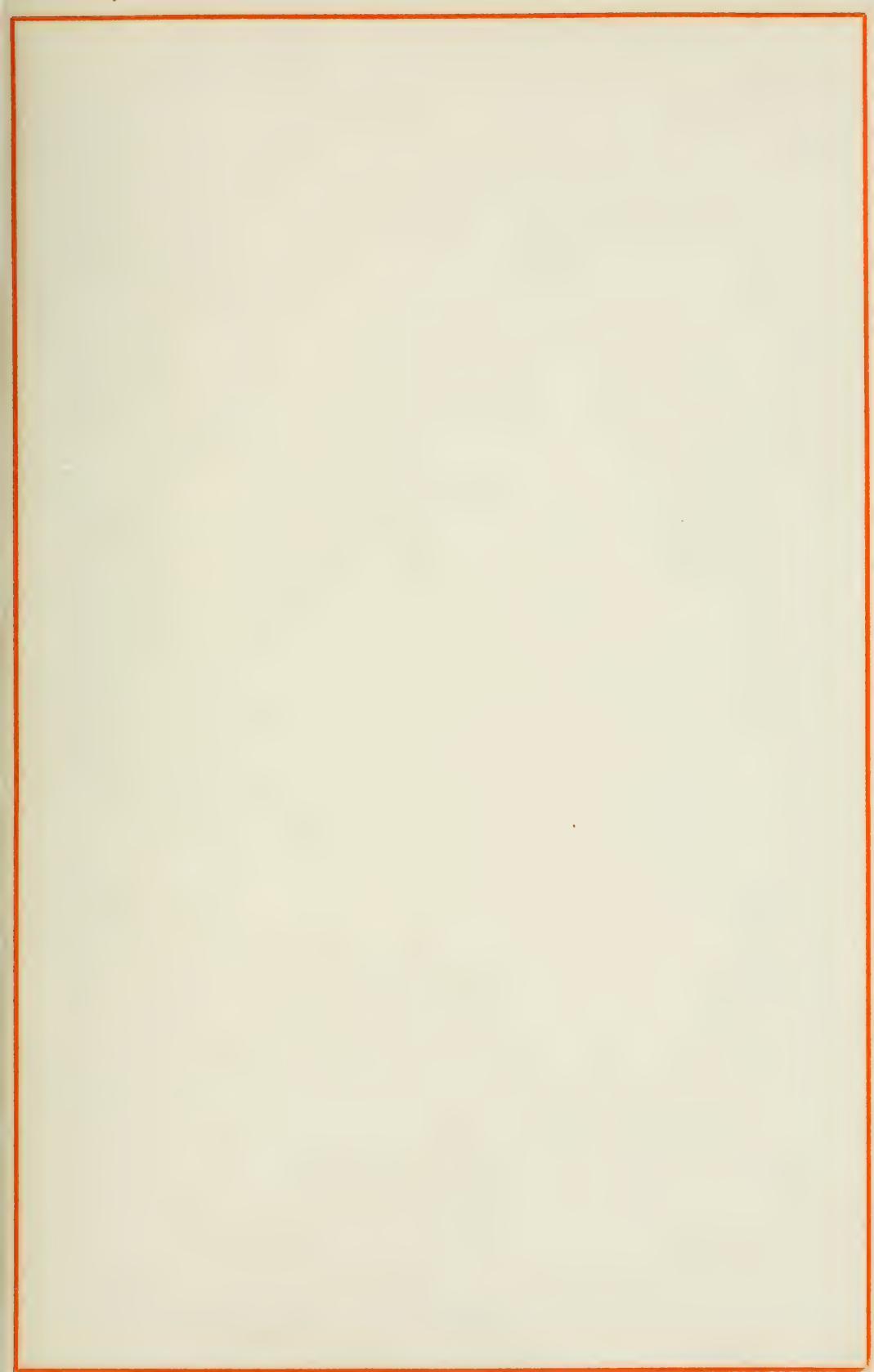
ROY D. CHAPIN



How can I help? is the first thought of the manufacturer on finishing Mr. Chapin's article. First by letting word of what has been done and what can be done get around among your friends. Show this booklet to those whose influence in the community is known. Then you yourself can be of the greatest aid to this movement by following the developments of truck transportation and making use of its facilities for moving your own goods. It is a big movement for big men. Let's all get in it and push it along.

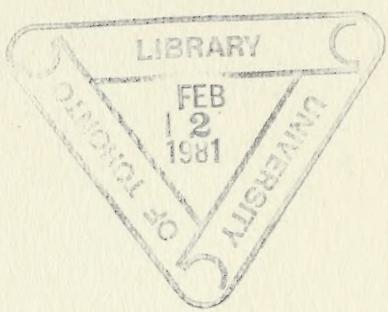
W. M. HART











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